

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:849
ANSWERED ON:28.07.2005
REVENUE EARNED BY DD/AIR
Barad Shri Jashubhai Dhanabhai

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the total revenue earned by the Doordarshan/AIR from different programmes during the last three years;
- (b) whether viewership of the DD/AIR has increased/decreased as compared to the private channels;
- (c) if so, the details alongwith the comparative figures of the last three years;
- (d) whether any study has been conducted to improve the contents of the DD channels keeping in view the rapid changes in the private channels content; and
- (e) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & CULTURE (SHRI S. JAIPAL REDDY)

(a): Prasara Bharati has informed that the details of revenue earned by AIR and DD during last three years are as follows: -

(Rupees in crores)

Year	DD	AIR
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2002-03	553.81	132.25
2003-04	530.23	141.04
2004-05	665.27	158.35

(b) & (c): Prasara Bharati has informed that DD-I channel continues to maintain its pre-eminent position as the most watched TV Channel in the country. As regards AIR, it has a network of 215 stations, which provide coverage to 99.13% of the population, and reaches 91.42% area of the country, whereas a few private FM players are functioning in selected cities only. With the launch of DTH, viewership of both DD and AIR has increased.

(d) & (e): Prasara Bharati has informed that the improvement of content in the DD channels is a continuous process. The Audience Research Unit of DD carries out viewership studies on a regular basis.